

ORDER

Orders

Order / Rev:	715926
Alt Order #:	06331588
Product Desc:	CRAVAACK FOR CONGRES
Estimate:	C09C15
Flight Dates:	10/09/12 - 10/15/12
Original Date / Rev:	10/09/12 / 10/09/12
Order Type:	Political



KARE

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name:	Smart Media Group Inc/ POL
Buying Contact:	
Billing Contact:	
	814 King Street
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	CRAVAACK, C / R /CON
Demographic:	A35+
Product Codes:	PL-US House Representative
Priority:	P-2
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	22	\$14,600.00	\$12,410.00
10/15/12	10/21/12	5	\$4,750.00	\$4,037.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$19,350.00	\$16,447.50	0.00
Totals	27	\$19,350.00	\$16,447.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	20%	\$19,350.00
Market	100%	\$96,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	29%	\$28,057.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	12%	\$11,610.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	39%	\$37,732.50
WFTC	0%	\$0.00

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Estimate: C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/12/12	10/12/12	Tonight Show	CM	1035pm-1135pm	---F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---F-- 1 \$500.00 0.00															
5	KARE	10/12/12	10/12/12	M-F 5-530p	CM	5-530p	---F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---F-- 1 \$650.00 0.00															
6	KARE	10/12/12	10/12/12	M-F 9-10a	CM	9-10a	---F--	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---F-- 1 \$360.00 0.00															
7	KARE	10/15/12	10/15/12	M-F 10-1035p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$2,200.00 0.00															
8	KARE	10/15/12	10/15/12	Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$575.00 0.00															
12	KARE	10/15/12	10/15/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$1,200.00 0.00															
14	KARE	10/15/12	10/15/12	M-F 9-10a	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
15	KARE	10/13/12	10/13/12	Sat 6-630p	CM	6-630P	-----S-	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$990.00 0.00															
16	KARE	10/13/12	10/13/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$400.00 0.00															
19	KARE	10/11/12	10/11/12	Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$500.00 0.00															
24	KARE	10/11/12	10/11/12	M-F 9-10a	CM	9-10a	---T---	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$360.00 0.00															
25	KARE	10/09/12	10/09/12	Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -T----- 1 \$500.00 0.00															
30	KARE	10/09/12	10/09/12		CM	9-10a	-T-----	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N51	KARE	10/11/12	10/11/12	M-F 430-5A M-F 430-5a	CM	430A SUNRISE	---T---	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$60.00		0.00			
Totals														27	\$19,350.00